



SIGN REVIEW PROCESS FOR A CERTIFICATES OF APPROPRIATENESS (COA)

City of Covington- Historic Preservation and Planning
Department of Development
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Each sign (any device which advertises a business or its operation including window signs) requires a zoning permit, and may also require a building permit. Also, in those areas of Covington which have design review, a Certificate of Appropriateness is required before the zoning permit is issued.

A point system was designed to reduce subjectivity and allow businesses more flexibility in the design review process. Each sign will be scored based upon the following point criteria. All signs which receive a score of ten or lower will automatically receive a Certificate of Appropriateness. All signs which have a score greater than ten will be reviewed by the Urban Design Review Board at their next regularly scheduled meeting. A business may choose to alter the design of the sign, such as reduce the number of colors, to reduce the number of points assigned and therefore allow for the immediate issuance of a Certificate of Appropriateness. Any sign determined by the City staff to be of questionable graphic content will be forwarded to the Urban Design Review Board. The instructions for this process are as follows:

1. Fill out the attached application
2. Supply the graphics for your sign
3. Include a recent photograph of the entire building as a close-up of where the sign will be located

Return to: Preservation and Planning Specialist
20 W Pike Street
Covington, KY 41011
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DESCRIPTION OF POINT SYSTEM

Name of Business – One point is given for the name by which the business is incorporated, or the name by which the operation is “doing business as.”

Color – One point is given for each color used in excess of three colors. This element includes each individual color used in the sign. White and black are defined as colors. Color graduations or fades such as black to white will be counted as to the “base” color and the “fade to” color. Wooden signs will be credited for points due to color.

Graphic Element – One point is given for each “art” element which graphically depicts an object or objects, or any non-type element of a logo. An example is the set of arches on a McDonald’s logo. A logo is defined as a distinctive identifying device.

Descriptors – One point is given for each descriptor. A descriptor is any element of copy which supplements the business name, such as phone number, address, services provided, products offered, hours of operation, etc.

Broken Planes – One point is given for a broken plane. A broken plane is considered any element which extends in any direction other than parallel to the face of the sign. An example of a broken plane would be a set of 3-dimensional steer horns mounted on a steak house sign. Individual letter signs will be credited in this category.

Irregular Shapes – One point is given if the outside shape of the sign is irregular. An irregular shape is any other shape than square or rectangular. Additional signs attached to or suspended from the main sign shall be counted as additional signs.

Lighting – One point is given for internally illuminated signs.

Placement – Three points are given if the sign conflicts with or covers the architectural elements of the building.

Type Face – One point is given for each different font or variation of font used in the sign.

Materials – One point is given for materials if the material used is inconsistent with the architectural style of the building where the sign is to be installed. An example would be a plastic faced sign installed on a historic (in excess of 50 years) building.

Proportion – Two points are awarded for this element if the sign proposed is not in scale with that portion of the building where the sign will be installed.

Other Signs – One point is given for each sign a business installs in excess of the number of public entrances to the business.

Projection – One point is given for any sign which is installed at an angle other than parallel to the building façade. Awning signs on the valance or face of the awning are the exception. Corner mounted signs shall be counted as projected in two directions. One sign face will be counted, provided the sign is designed in such a way that only the face is visible from any one direction.

Free Standing – One point will be given for any sign which is not attached to the building where the business is located.

Size – Any sign with an area greater than 30 square feet shall be assessed one point for each three square feet above 30. Calculation for the area shall be based on the outside edge of the sign. Awning signs shall be calculated as the area of the awning used, unless it is internally illuminated whereby the entire awning is counted.